

Amendments to the Claims:

This following listing of claims replaces all prior versions and listings of claims in the present application.

Listing of Claims

1. (Canceled).
2. (Canceled).
3. (Canceled).
4. (New) A warehouse rack conversion assembly for installation in a warehouse rack having a depth from front to rear of the warehouse rack, laterally-disposed sides, a plurality of uprights supported upon a surface, a plurality of lateral stretchers coupled to and extending between the plurality of uprights, and a plurality of front-rear stretchers coupled to and extending between the plurality of uprights, the warehouse rack conversion assembly comprising:
 - a lower secondary front-rear stretcher adapted to be coupled to lateral stretchers of the warehouse rack at opposite ends of the lower secondary front-rear stretcher, wherein the opposite ends of the lower secondary front-rear stretcher are located at different depths in the warehouse rack and the lower secondary front-rear stretcher is located between front-rear stretchers of the warehouse rack;
 - an upper secondary front-rear stretcher adapted to be coupled to lateral stretchers of the warehouse rack at opposite ends of the upper secondary front-rear stretcher, wherein the upper secondary front-rear stretcher is located between front-rear stretchers of the warehouse rack, the upper secondary front-rear stretcher located at a higher elevation than the lower secondary front-rear stretcher; and
 - a secondary upright extending between and supported by the upper and lower secondary front-rear stretchers.

5. (New) The warehouse rack conversion assembly as claimed in claim 4, wherein:
the assembly has a weight and bears a load; and
the weight and load of the assembly are carried entirely by the warehouse rack.
6. (New) The warehouse rack conversion assembly as claimed in claim 4, wherein the
upper and lower secondary front-rear stretchers are adjustable to different lateral positions on the
warehouse rack.
7. (New) The warehouse rack conversion assembly as claimed in claim 4, wherein:
the warehouse rack has a depth defined between a front and a rear of the warehouse rack;
and
the secondary upright is adjustably connectable to the lower and upper front-rear
stretchers at different depths within the warehouse rack.
8. (New) The warehouse rack conversion assembly as claimed in claim 4, wherein the
secondary upright extends above the upper secondary front-rear stretcher.
9. (New) The warehouse rack conversion assembly as claimed in claim 4, wherein the
lower secondary front-rear stretcher is a first lower secondary front-rear stretcher, the upper
secondary front-rear stretcher is a first upper secondary front-rear stretcher, and the secondary
upright is a first secondary upright, the warehouse rack conversion assembly further comprising:
a second lower secondary front-rear stretcher adapted to be coupled to lateral stretchers
of the warehouse rack at opposite ends of the second lower secondary front-rear stretcher,
wherein the second lower secondary front-rear stretcher is located between front-rear stretchers
of the warehouse rack and is laterally spaced from the first lower secondary front-rear stretcher;
a second upper secondary front-rear stretcher adapted to be coupled to lateral stretchers
of the warehouse rack at opposite ends of the second upper secondary front-rear stretcher,
wherein the second upper secondary front-rear stretcher is located between front-rear stretchers
of the warehouse rack and is laterally spaced from the first upper secondary front-rear stretcher,
the second upper secondary front-rear stretcher located at a higher elevation than the second
lower secondary front-rear stretcher; and

a second secondary upright extending between and supported by the second upper and lower secondary front-rear stretchers.

10. (New) The warehouse rack conversion assembly as claimed in claim 9, further comprising a beam coupled to and extending between the first and second secondary uprights.

11. (New) The warehouse rack conversion assembly as claimed in claim 10, further comprising a wall panel coupled to the beam.

12. (New) The warehouse rack conversion assembly as claimed in claim 9, further comprising a shelf coupled to and supported by the first and second secondary uprights.

13. (New) The warehouse rack conversion assembly as claimed in claim 12, wherein the shelf is adjustable to different heights on the first and second secondary uprights.

14. (New) The warehouse rack conversion assembly as claimed in claim 9, further comprising a beam coupled to and extending between the first and second lower secondary front-rear stretchers.

15. (New) The warehouse rack conversion assembly as claimed in claim 4, further comprising a shelf coupled to and supported by the secondary upright.

16. (New) The warehouse rack conversion assembly as claimed in claim 15, wherein the shelf is adjustable to different heights on the secondary upright.

17. (New) A warehouse rack conversion assembly for a warehouse rack having front and rear uprights and having a depth from front to rear of the warehouse rack, the front uprights coupled together by front upper and lower lateral stretchers, the rear uprights coupled together by rear upper and lower lateral stretchers, the warehouse rack having a depth defined between the front and rear uprights of the warehouse rack; the warehouse rack conversion assembly comprising:

a first upper front-rear stretcher having opposite ends at different depths in the warehouse rack, the first upper front-rear stretcher supported by and extending between the upper front and upper rear lateral stretchers of the rack;

a second upper front-rear stretcher having opposite ends at different depths in the warehouse rack, the second upper front-rear stretcher laterally spaced from the first upper front-rear stretcher and supported by and extending between the upper front and upper rear lateral stretchers of the rack;

a first lower front-rear stretcher having opposite ends at different depths in the warehouse rack, the first lower front-rear stretcher supported by and extending between the lower front and lower rear lateral stretchers of the rack;

a second lower front-rear stretcher having opposite ends at different depths in the warehouse rack, the second lower front-rear stretcher laterally spaced from the first lower front-rear stretcher and supported by and extending between the lower front and lower rear lateral stretchers of the rack, the upper and lower front-rear stretchers having a weight and carrying a load, the weight and load of the upper and lower front-rear stretchers carried at least in part by the front and rear lateral stretchers of the warehouse rack; and

first and second secondary uprights supported by and extending between the first and second upper front-rear stretchers and the first and second lower front-rear stretchers, respectively.

18. (New) The warehouse rack conversion assembly as claimed in claim 17, wherein the first and second secondary uprights are adjustable to a plurality of different depths between the front uprights and the rear uprights of the warehouse rack

19. (New) The warehouse rack conversion assembly as claimed in claim 17, wherein:
the assembly has a weight and bears a load; and
the weight and load of the assembly are carried entirely by the warehouse rack.
20. (New) The warehouse rack conversion assembly as claimed in claim 17, wherein:
the first and second secondary uprights are adjustably connectable to the first and second upper front-rear stretchers at different locations along the first and second upper front-rear stretchers; and
the first and second secondary uprights are adjustably connectable to the first and second lower front-rear stretchers at different locations along the first and second lower front-rear stretchers.
21. (New) The warehouse rack conversion assembly as claimed in claim 17, wherein:
the first and second upper front-rear stretchers are adjustable to different lateral positions along the upper front and rear lateral stretchers of the rack; and
the first and second lower front-rear stretchers are adjustable to different lateral positions along the lower front and rear lateral stretchers of the rack.
22. (New) The warehouse rack conversion assembly as claimed in claim 17, wherein the first and second secondary uprights extend vertically above the first and second upper front-rear stretchers.
23. (New) The warehouse rack conversion assembly as claimed in claim 17, further comprising a beam coupled to and extending between the first and second secondary uprights.
24. (New) The warehouse rack conversion assembly as claimed in claim 23, further comprising a wall panel coupled to the beam.
25. (New) The warehouse rack conversion assembly as claimed in claim 17, further comprising a shelf coupled to the first and second secondary uprights.

26. (New) The warehouse rack conversion assembly as claimed in claim 25, wherein the shelf is adjustable to different elevations along the first and second secondary uprights.

27. (New) The warehouse rack conversion assembly as claimed in claim 17, further comprising a beam coupled to and extending between the first and second upper front-rear stretchers.

28. (New) A method of converting a warehouse rack into a merchandise storage and display rack, the warehouse rack having a depth from front to rear of the warehouse rack, the method comprising:

positioning opposite ends of a lower secondary front-rear stretcher at different depths with respect to the warehouse rack;

supporting the lower secondary front-rear stretcher upon lower front and rear lateral stretchers of the warehouse rack;

positioning opposite ends of an upper secondary front-rear stretcher at different depths with respect to the warehouse rack;

supporting the upper secondary front-rear stretcher upon upper front and rear lateral stretchers of the warehouse rack; and

placing a secondary upright in a position extending between and supported by the lower and upper secondary front-rear stretchers.

29. (New) The method as claimed in claim 28, wherein the lower secondary front-rear stretcher is a first lower secondary front-rear stretcher, the upper secondary front-rear stretcher is a first upper secondary front-rear stretcher, and the secondary upright is a first secondary upright, the method further comprising:

supporting a second lower secondary front-rear stretcher upon the lower front and rear lateral stretchers of the warehouse rack;

supporting a second upper secondary front-rear stretcher upon the upper front and rear lateral stretchers of the warehouse rack; and

placing a second secondary upright in a position extending between and supported by the second lower and upper secondary front-rear stretchers.

30. (New) The method as claimed in claim 29, further comprising coupling a beam to the first and second secondary uprights, the beam spanning a distance between the first and second secondary uprights.

31. (New) The method as claimed in claim 30, further comprising:
coupling a wall panel to the beam; and
supporting at least part of the wall panel upon the beam.
32. (New) The method as claimed in claim 29, further comprising coupling a shelf to the first and second secondary uprights.
33. (New) The method as claimed in claim 32, further comprising selecting a position for the shelf among a plurality of shelf positions along at least part of the first and second secondary uprights.
34. (New) The method as claimed in claim 29, further comprising coupling a beam to the first and second lower secondary front-rear stretchers, the beam spanning a distance between the first and second lower secondary front-rear stretchers.
35. (New) The method as claimed in claim 28, further comprising selecting a position of the secondary upright among a plurality of positions along the upper and lower secondary front-rear stretchers to which the secondary upright is connectable.
36. (New) The method as claimed in claim 28, further comprising:
selecting a position of the lower secondary front-rear stretcher among a plurality of positions along the lower front and rear lateral stretchers to which the lower secondary front-rear stretcher is connectable; and
selecting a position of the upper secondary front-rear stretcher among a plurality of positions along the upper front and rear lateral stretchers to which the upper secondary front-rear stretcher is connectable.

37. (New) A warehouse rack conversion assembly for installation in a warehouse rack having a depth from front to rear of the warehouse rack, a plurality of uprights supported upon a surface, a plurality of lateral stretchers coupled to and extending between the plurality of uprights, and a plurality of front-rear stretchers coupled to and extending between the plurality of uprights, the warehouse rack conversion assembly comprising:

a first secondary front-rear stretcher having opposite ends at different depths of the warehouse rack and supported by lateral stretchers of the warehouse rack;

a second secondary front-rear stretcher located at a different elevation from the first secondary front-rear stretcher; and

a secondary upright extending between the first and second secondary front-rear stretchers and supported by the first secondary front-rear stretcher, the first secondary front-rear stretcher also supporting a load of the second secondary front-rear stretcher.

38. (New) The warehouse rack conversion assembly as claimed in claim 37, wherein the first secondary front-rear stretcher is above the second secondary front-rear stretcher.

39. (New) The warehouse rack conversion assembly as claimed in claim 37, wherein the first secondary front-rear stretcher is below the second secondary front-rear stretcher.

40. (New) The warehouse rack conversion assembly as claimed in claim 37, wherein the first and second secondary front-rear stretchers are adjustable to different lateral positions on the warehouse rack.

41. (New) The warehouse rack conversion assembly as claimed in claim 37, wherein:
the warehouse rack has a depth defined between a front and a rear of the warehouse rack;
and

the secondary upright is adjustably connectable to the first and second front-rear stretchers at different depths within the warehouse rack.

42. (New) A warehouse rack conversion assembly for installation in a warehouse rack having a front, a rear, laterally-spaced first and second front uprights at the front of the warehouse rack, and laterally-spaced first and second rear uprights at a rear of the warehouse rack, the warehouse rack conversion assembly comprising:

a first front-rear stretcher located between the front uprights of the warehouse rack, the first front-rear stretcher supported upon the warehouse rack without additional uprights located between the first and second front uprights,

a second front-rear stretcher located between the front uprights of the warehouse rack, the second front-rear stretcher supported upon the warehouse rack at a different elevation from the first front-rear stretcher without additional uprights located between the first and second rear uprights; and

a secondary upright extending between the first and second front-rear stretchers and supported by the first front-rear stretcher.

43. (New) The warehouse rack conversion assembly as claimed in claim 42, wherein the second front-rear stretcher is coupled to and supported by the first front and rear uprights of the warehouse rack.

44. (New) A warehouse rack conversion assembly for a warehouse rack having first and second uprights separated by a distance and coupled to a single lateral stretcher spanning the distance, the warehouse rack conversion assembly comprising:
- a first front-rear stretcher extending from the first upright of the warehouse rack;
 - a second front-rear stretcher extending from the second upright of the warehouse rack;
 - a third front-rear stretcher supported by the rack and located between the first and second front-rear stretchers;
 - a fourth front-rear stretcher located at a different elevation from the third front-rear stretcher and supported by the rack; and
 - a secondary upright supported by the third front-rear stretcher, wherein the secondary upright extends between and is coupled to the third and fourth front-rear stretchers.
45. (New) The warehouse rack conversion assembly as claimed in claim 44, wherein the secondary upright supports the fourth front-rear stretcher.

46. (New) A warehouse rack conversion assembly for a warehouse rack having a front and a rear defining a depth of the warehouse rack, first and second front uprights, and first and second rear uprights, the first front upright coupled to the second front upright by a front upper lateral stretcher and a front lower lateral stretcher, the first rear upright coupled to the second rear upright by a rear upper lateral stretcher and a rear lower lateral stretcher, the first front upright coupled to the first rear upright by a first side front-rear stretcher lying in a first vertical plane and the second front upright coupled to the second rear upright by a second side front-rear stretcher lying in a second vertical plane, the warehouse rack conversion assembly comprising:

a first secondary front-rear stretcher having ends adapted to extend to different depths of the rack, the first secondary front-rear stretcher lying in a third vertical plane adjacent the first vertical plane when coupled to the rack;

a second secondary front-rear stretcher having ends adapted to extend to different depths of the rack, the secondary front-rear stretcher lying in a fourth vertical plane adjacent the second vertical plane when coupled to the rack; and

at least one merchandise display and support element supported by the first and second secondary front-rear stretchers and located between the front uprights and the rear uprights when coupled to the rack, the merchandise display and support element being substantially vertically oriented.

47. (New) The warehouse rack conversion assembly as claimed in claim 46, further comprising:

a third secondary front-rear stretcher vertically spaced from the first secondary front-rear stretcher and lying in the third plane, the third secondary front-rear stretcher adapted to extend between the first front upright and the first rear upright of the rack; and

a fourth secondary front-rear stretcher vertically spaced from the second secondary front-rear stretcher and lying in the fourth plane, the fourth secondary front-rear stretcher adapted to extend between the second front upright and the second rear upright of the rack.

48. (New) The warehouse rack conversion assembly as claimed in claim 47, wherein the frame comprises first and second secondary uprights supported by and extending between the first and third secondary front-rear stretchers and the second and fourth secondary front-rear stretchers, respectively.

49. (New) A warehouse rack conversion assembly for installation in a warehouse rack having a plurality of uprights supported upon a surface, the warehouse rack conversion assembly comprising:

a first front-rear stretcher adapted to be coupled to and supported by the warehouse rack, the first front-rear stretcher located between immediate laterally spaced uprights of the warehouse rack;

a second front-rear stretcher adapted to be coupled to and supported by the warehouse rack at a different elevation from the first front-rear stretcher, the second front-rear stretcher located between immediate laterally spaced uprights of the warehouse rack; and

a merchandise display and support element mounted to the first and second front-rear stretchers in a location between a front and a rear of the warehouse rack.

50. (New) The warehouse rack conversion assembly as claimed in claim 49, further comprising a secondary upright extending between the first and second front-rear stretchers.

51. (New) The warehouse rack conversion assembly as claimed in claim 49, further comprising:

a third front-rear stretcher adapted to be coupled to and supported by the warehouse rack at a location laterally spaced from the first front-rear stretcher; and

a fourth front-rear stretcher adapted to be coupled to and supported by the warehouse rack at a location laterally spaced from the second front-rear stretcher.

52. (New) A warehouse rack conversion assembly for a warehouse rack, wherein the warehouse rack comprises a front defined by first and second immediate vertical uprights connected together by a first lateral stretcher and a rear defined by third and fourth immediate vertical uprights connected together by a second lateral stretcher, the front coupled to the rear by a first front-rear stretcher extending between the first and third vertical uprights and a second front-rear stretcher extending between the second and fourth vertical uprights, the warehouse rack conversion assembly comprising:

a first secondary front-rear stretcher having a front end and rear end, the front end coupled to the front of the rack between the first and second vertical uprights and the rear end coupled to the rear of the rack between the third and fourth vertical uprights;

a second secondary front-rear stretcher laterally spaced from the first secondary front-rear stretcher, the second secondary front-rear stretcher having a front end and a rear end, the front end of the second secondary front-rear stretcher coupled to the front of the rack and the rear end of the second secondary front-rear stretcher coupled to the rear of the rack; and

a merchandise display and support element coupled to the first and second secondary front-rear stretchers at a location intermediate the front and rear ends of the first and second secondary front-rear stretchers.

53. (New) The warehouse rack conversion assembly as claimed in claim 52, wherein the front end of the first secondary front-rear stretcher is coupled to the first vertical upright and the rear end of the first secondary front-rear stretcher is coupled to the third vertical upright.

54. (New) The warehouse rack conversion assembly as claimed in claim 53, wherein the first front-rear stretcher lies in a first vertical plane and the first secondary front-rear stretcher lies in a second vertical plane adjacent the first vertical plane.

55. (New) The warehouse rack conversion assembly as claimed in claim 54, wherein the second front-rear stretcher lies in a third vertical plane and the second secondary front-rear stretcher lies in a fourth vertical plane adjacent the third vertical plane.

56. (New) The warehouse rack conversion assembly as claimed in claim 55, wherein the front end of the second secondary front-rear stretcher is coupled to the second vertical upright and the rear end of the second secondary front-rear stretcher is coupled to the fourth vertical upright.

57. (New) The warehouse rack conversion assembly as claimed in claim 56, further comprising:

a third secondary front-rear stretcher vertically spaced from the first secondary front-rear stretcher and lying in the second plane, the third secondary front-rear stretcher adapted to extend between the first and third uprights of the rack; and

a fourth secondary front-rear stretcher vertically spaced from the second secondary front-rear stretcher and lying in the fourth plane, the fourth secondary front-rear stretcher adapted to extend between the second and fourth uprights of the rack.

58. (New) The warehouse rack conversion assembly as claimed in claim 53, wherein the front end of the second secondary front-rear stretcher is coupled to the second vertical upright and the rear end of the second secondary front-rear stretcher is coupled to the fourth vertical upright.

59. (New) A method of converting a warehouse rack into a merchandise storage and display rack, wherein the warehouse rack has a first side defined by a first front upright connected to a first rear upright by a first front-rear stretcher and a second side defined by a second front upright connected to a second rear upright by a second front-rear stretcher, the first side being connected to the second side by a pair of lower lateral stretchers and a pair of upper lateral stretchers, the method comprising:

- orienting a first lower secondary front-rear stretcher in a front-rear orientation with respect to the rack;

- supporting the first lower secondary front-rear stretcher upon the first side;

- orienting a first upper secondary front-rear stretcher in a front-rear orientation with respect to the rack;

- supporting the first upper secondary front-rear stretcher upon the first side, the first upper secondary front-rear stretcher located at a greater height than the first lower secondary front-rear stretcher;

- orienting a second lower secondary front-rear stretcher in a front-rear orientation with respect to the rack;

- supporting the second lower secondary front-rear stretcher on at least one of second side and the pair of lower lateral stretchers;

- orienting a second upper secondary front-rear stretcher in a front-rear orientation with respect to the rack;

- supporting the second upper secondary front-rear stretcher on at least one of the second side and the pair of upper lateral stretchers, the upper secondary front-rear stretchers located at a greater height than the lower secondary front-rear stretchers; and

- placing a merchandise display and support element in a position extending between the first side and the second side, the merchandise display and support element coupled to each secondary front-rear stretcher.

60. (New) The method as claimed in claim 59, wherein the first side defines a first plane and the second side defines a second plane, the method further comprising:

positioning the first upper and lower secondary front-rear stretchers in a third plane adjacent the first plane; and

positioning the second upper and lower secondary front-rear stretchers in a fourth plane adjacent the third plane.

61. (New) The method as claimed in claim 59, further comprising:

placing first and second secondary uprights in positions extending between and supported by the first lower and upper secondary front-rear stretchers and the second lower and upper secondary front-rear stretchers, respectively, and

supporting the merchandise display and support element with the secondary uprights.

62. (New) A warehouse rack conversion assembly for installation in a warehouse rack defining a primary frame having a depth from front to rear in the warehouse rack, the warehouse rack conversion assembly comprising:

a secondary frame having first and second front-rear stretchers each adapted to be coupled to the primary frame in an orientation in which opposite ends of the front-rear stretchers are located at different depths with respect to the warehouse rack; and

at least one merchandise display and support element coupled to the first and second front-rear stretchers of the secondary frame.

63. (New) The warehouse rack conversion assembly as claimed in claim 62, wherein:

the primary frame comprises a plurality of uprights; and

the first and second front-rear stretchers of the secondary frame are coupled to the plurality of uprights.

64. (New) The warehouse rack conversion assembly as claimed in claim 63, wherein the first and second front-rear stretchers of the secondary frame are directly coupled to the plurality of uprights.

65. (New) The warehouse rack conversion assembly as claimed in claim 62, wherein the at least one merchandise display and support element is coupled to the first and second front-rear stretchers of the secondary frame between opposite ends of the first and second front-rear stretchers.

66. (New) The warehouse rack conversion assembly as claimed in claim 62, wherein the secondary frame has at least one secondary upright coupled to the first and second front-rear stretchers of the secondary frame to support the at least one merchandise display and support element.

67. (New) A rack conversion assembly for installation on a rack assembly having a first upright at a front of the rack assembly, a second upright at a rear of the rack assembly, and a front-rear stretcher, wherein the first and second uprights are coupled by the front-rear stretcher, the rack conversion assembly comprising:

a first laterally extending beam adapted to be coupled to and supported by the first and second rack uprights at a first elevation;

a second laterally extending beam adapted to be coupled to and supported by the first and second rack uprights at a second elevation lower than the first elevation; and

a merchandise display and support element mounted to the first and second laterally-extending beams and lying in a plane between and substantially parallel to the front and rear of the rack assembly;

wherein at least one of the first and second laterally extending beams is adapted to be releasably secured to the front-rear stretcher at any of a plurality of different positions along the front-rear stretcher.

68. (New) The rack conversion assembly as claimed in claim 67, wherein the front-rear stretcher is adapted to be coupled to and supported by a lateral stretcher of the rack assembly a distance from the first and second rack uprights.

69. (New) The rack conversion assembly as claimed in claim 67, wherein the second laterally extending beam is coupled to the first and second rack uprights via the front-rear stretcher.

70. (New) The rack conversion assembly as claimed in claim 69, wherein the front-rear stretcher is adapted to be coupled to and supported by a lateral stretcher of the rack assembly a distance from the first and second rack uprights.

71. (New) The rack conversion assembly as claimed in claim 67, wherein:
the front-rear stretcher is a first front-rear stretcher;
the rack assembly has a second front-rear stretcher located at a lower elevation than the first front-rear stretcher;
the first laterally extending beam is releasably secured to the first front-rear stretcher; and
the second laterally extending beam is releasably secured to the first and second uprights via the second front-rear stretcher.

72. (New) The rack conversion assembly as claimed in claim 67, wherein:
the rack assembly has a third upright located at the front of the rack assembly a lateral distance from the first upright, and a fourth upright located at the rear of the rack assembly a lateral distance from the second upright;
the first laterally extending beam is adapted to be coupled to and supported by the third and fourth rack uprights at the first elevation; and
the second laterally extending beam is adapted to be coupled to and supported by the third and fourth rack uprights at the second elevation.

73. (New) The rack conversion assembly as claimed in claim 67, wherein the first and second laterally extending beams are adjustable to different positions with respect to the first and second uprights.

74. (New) The rack conversion assembly as claimed in claim 67, further comprising an upright extending between and coupling the first and second laterally extending beams.

75. (New) The rack conversion assembly as claimed in claim 74, wherein the upright of the rack conversion assembly is supported above a floor by the first and second uprights when the rack conversion assembly is installed on the rack assembly.

76. (New) The rack conversion assembly as claimed in claim 75, wherein the upright of the rack conversion assembly is also supported by the front-rear stretcher of the rack assembly when the rack conversion assembly is installed on the rack assembly.

77. (New) A merchandise display assembly for installation on a rack assembly having a front, a rear, and a front-rear stretcher, the merchandise display assembly comprising:

- a laterally extending beam located at a first elevation;
- a merchandise display and support element coupled to the laterally extending beam,
- wherein the laterally extending beam extends to and is releasably directly connectable to the front-rear stretcher in a plurality of different positions, the merchandise display and support element adjustable to different positions between the front and rear of the rack assembly corresponding to the plurality of different positions of the laterally extending beam.

78. (New) The merchandise display assembly as claimed in claim 77, wherein the front-rear stretcher of the rack assembly is a first front-rear stretcher, the rack assembly has a second front-rear stretcher located at a different elevation than the first front-rear stretcher, and the laterally extending beam is a first laterally extending beam, the merchandise display assembly further comprising a second laterally extending beam extending to and releasably directly connectable to the second front-rear stretcher at a number of different positions.

79. (New) The merchandise display assembly as claimed in claim 77, wherein the laterally extending beam and the merchandise display and support element are adapted to be coupled and supported by the front-rear stretcher of the rack assembly in an elevated location with respect to a floor.

80. (New) The merchandise display assembly as claimed in claim 77, wherein the laterally extending beam is a first laterally extending beam, the merchandise display assembly further comprising:

- a second laterally extending beam at a different elevation than the first laterally extending beam; and
- an upright extending between and coupling the first and second laterally extending beams.

81. (New) The rack conversion assembly as claimed in claim 80, wherein the upright is supported above a floor by the front-rear stretcher.

82. (New) A rack assembly, comprising:
first and second laterally spaced front uprights;
first and second laterally spaced rear uprights;
a front-rear stretcher extending between and coupling the first front and rear uprights;
a laterally extending beam extending to and supported by the front-rear stretcher; and
a merchandise display and support element coupled to and supported by the laterally extending beam,
wherein the merchandise display and support element is adjustable to a plurality of different positions between the front and rear uprights by supporting the laterally extending beam at different locations on the front-rear stretcher.

83. (New) The rack assembly as claimed in claim 82, wherein the laterally extending beam is a first laterally extending beam, the rack assembly further comprising a second laterally extending beam supported by the front and rear uprights at a lower elevation than the first laterally extending beam, the second laterally extending beam also coupled to the merchandise display and support element.

84. (New) The rack assembly as claimed in claim 82, wherein the front-rear stretcher is a first front-rear stretcher, the rack assembly further comprising:
a second front-rear stretcher extending between and coupling the second front and rear uprights;
wherein the merchandise display and support element is adjustable to the plurality of different positions by connection of the laterally extending beam to different locations on the second front-rear stretcher.

85. (New) The rack assembly as claimed in claim 82, wherein the front-rear stretcher is supported over a floor by the first front and rear uprights.

86. (New) The rack assembly as claimed in claim 83, further comprising a third upright extending between and supported by the first and second laterally extending beams and supported over a floor by the front-rear stretcher and the front and rear uprights.

87. (New) A rack conversion assembly for installation on a rack assembly having a front, a rear, first and second laterally spaced front uprights at opposite sides of the front of the rack assembly, first and second laterally spaced rear uprights at opposite sides of the rear of the rack assembly, and a front-rear stretcher extending between and coupling the first rack uprights, the rack conversion assembly comprising:

a first laterally extending beam adapted to extend and be coupled to the opposite sides of the rack assembly;

a second laterally extending beam adapted to extend and be coupled to the opposite sides of the rack assembly at a second elevation lower than the first elevation; and

a merchandise display and support element mounted to the first and second laterally-extending beams and lying in a plane between and substantially parallel to the front and rear of the rack assembly.

88. (New) The rack conversion assembly as claimed in claim 87, wherein the first laterally extending beam is coupled to the first rack uprights via the front-rear stretcher.

89. (New) The rack conversion assembly as claimed in claim 88, wherein the front-rear stretcher is mounted to the first rack uprights.

90. (New) The rack conversion assembly as claimed in claim 87, wherein the second laterally extending beam is coupled to the first rack uprights via the front-rear stretcher.

91. (New) The rack conversion assembly as claimed in claim 87, wherein the first and second laterally extending beams are adjustable to different positions with respect to the first and second uprights.

92. (New) The rack conversion assembly as claimed in claim 91, wherein one of the first and second laterally extending beams is releasably connectable to any of a plurality of locations along the front-rear stretcher.

93. (New) The rack conversion assembly as claimed in claim 87, wherein the front-rear stretcher is supported above a floor by the rack uprights.

94. (New) The rack conversion assembly as claimed in claim 87, further comprising an upright extending between and coupling the first and second laterally extending beams.

95. (New) The rack conversion assembly as claimed in claim 94, wherein the upright of the rack conversion assembly is supported above a floor solely by the rack uprights when the rack conversion assembly is installed on the rack assembly.

96. (New) The rack conversion assembly as claimed in claim 94, wherein the upright of the rack conversion assembly is supported above a floor by the uprights and front-rear stretcher of the rack assembly when the rack conversion assembly is installed on the rack assembly.

97. (New) A rack assembly, comprising:

- a front and a rear defining a depth of the rack assembly;
- two front uprights at opposite ends of the rack assembly;
- two rear uprights at opposite ends of the rack assembly;
- front-rear stretchers extending between and coupling the front uprights and the rear uprights;
- a laterally extending beam extending to the opposite ends of the rack assembly and coupled to and supported by the front and rear uprights in a location between the front and the rear of the rack assembly, the laterally extending beam adjustable to different depths in the rack assembly by connection of the laterally extending beam to different locations on the front-rear stretcher; and
- a merchandise display and support element coupled to and supported by the laterally extending beam.

98. (New) The rack assembly as claimed in claim 97, wherein the laterally extending beam is a first laterally extending beam, the rack assembly further comprising a second laterally extending beam coupled to and supported by the front and rear uprights at a lower elevation than the first laterally extending beam, the second laterally extending beam also coupled to the merchandise display and support element.

99. (New) The rack assembly as claimed in claim 97, wherein the merchandise display and support element is adjustable to a plurality of different horizontally-spaced positions by connection of the laterally extending beam to different locations on the front-rear stretchers.

100. (New) The rack assembly as claimed in claim 97, wherein the front-rear stretchers are supported over a floor by the front and rear uprights.

101. (New) The rack assembly as claimed in claim 98, further comprising a third upright extending between and supported by the first and second laterally extending beams and supported over a floor by the front-rear stretchers and the front and rear uprights.

102. (New) The rack assembly as claimed in claim 97, wherein the laterally extending beam is coupled to the front and rear uprights via the front-rear stretchers.

103. (New) A rack assembly, comprising:
an upright;
a front-rear stretcher coupled to and extending from the upright;
a laterally extending beam extending to, coupled to, and supported by the front-rear stretcher; and
a merchandise display and support element coupled to and supported by the laterally extending beam,
wherein the merchandise display and support element is adjustable to a plurality of different positions relative to the upright by connection of the laterally extending beam to different locations on the front-rear stretcher.

104. (New) The rack assembly as claimed in claim 103, wherein the laterally extending beam is a first laterally extending beam and the front-rear stretchers is a first front-rear stretchers, the rack assembly further comprising a second front-rear stretcher coupled to and extending from the upright, and a second laterally extending beam extending to, coupled to, and supported by the second front-rear stretcher at a lower elevation than the first laterally extending beam, the second laterally extending beam also coupled to the merchandise display and support element.

105. (New) The rack assembly as claimed in claim 103, wherein the upright is a first upright and the front-rear stretcher is a first front-rear stretcher, the rack assembly further comprising:
a second upright laterally spaced from the first upright and also supporting the laterally extending beam; and
a second front-rear stretcher coupled to and extending from the second upright;
wherein the merchandise display and support element is adjustable to the plurality of different positions by connection of the laterally extending beam to different locations on the second front-rear stretcher.

106. (New) The rack assembly as claimed in claim 103, wherein the front-rear stretcher is supported over a floor by the upright.

107. (New) The rack assembly as claimed in claim 104, wherein the upright is a first upright, the rack assembly further comprising a second upright extending between and supported by the first and second laterally extending beams and supported over a floor by the second front-rear stretcher and the first upright.